10040*88795760

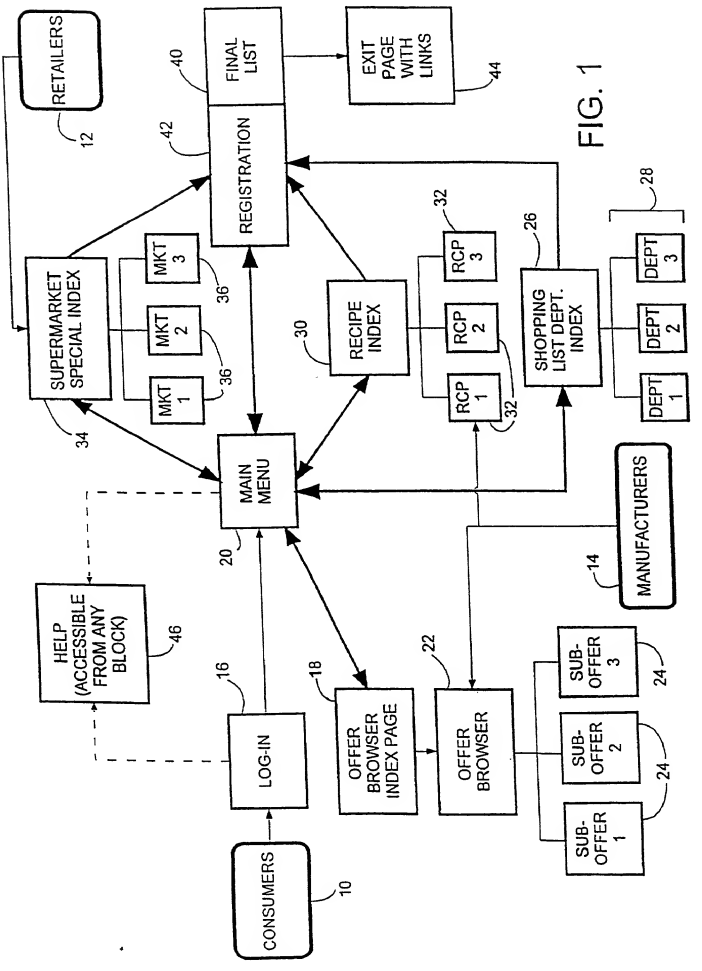

FIG. 1

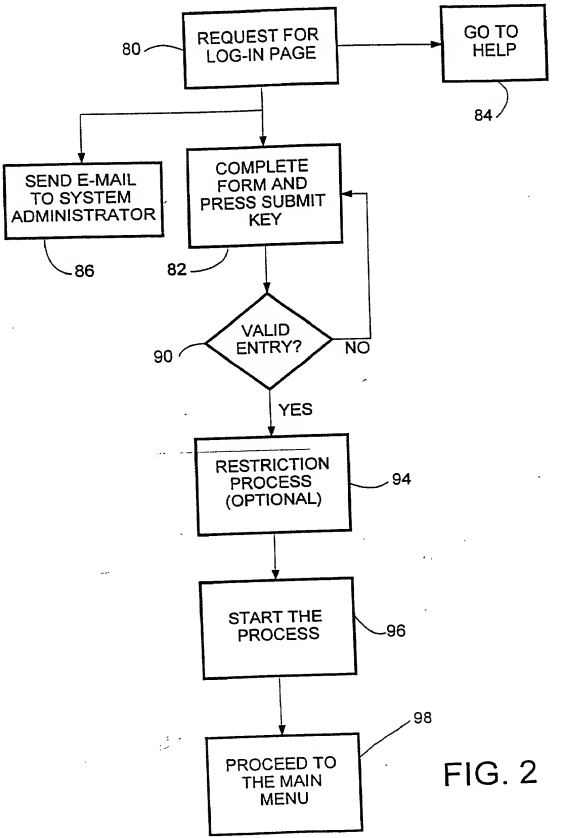

FIG. 2

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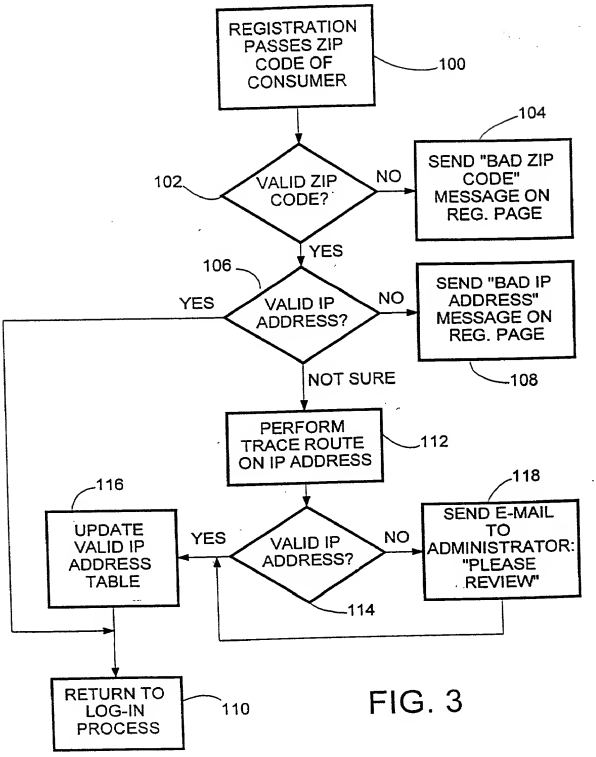

FIG. 3

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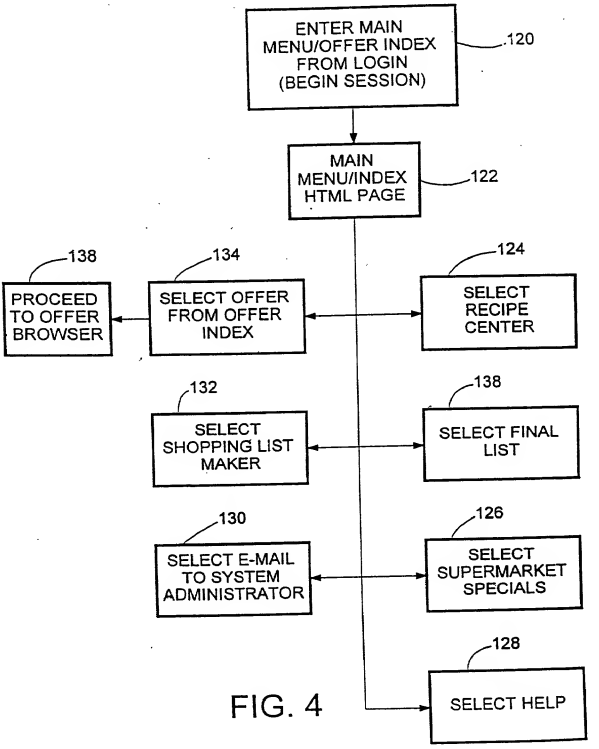


FIG. 4

09756788.040401

TOHOME 08/29/2003

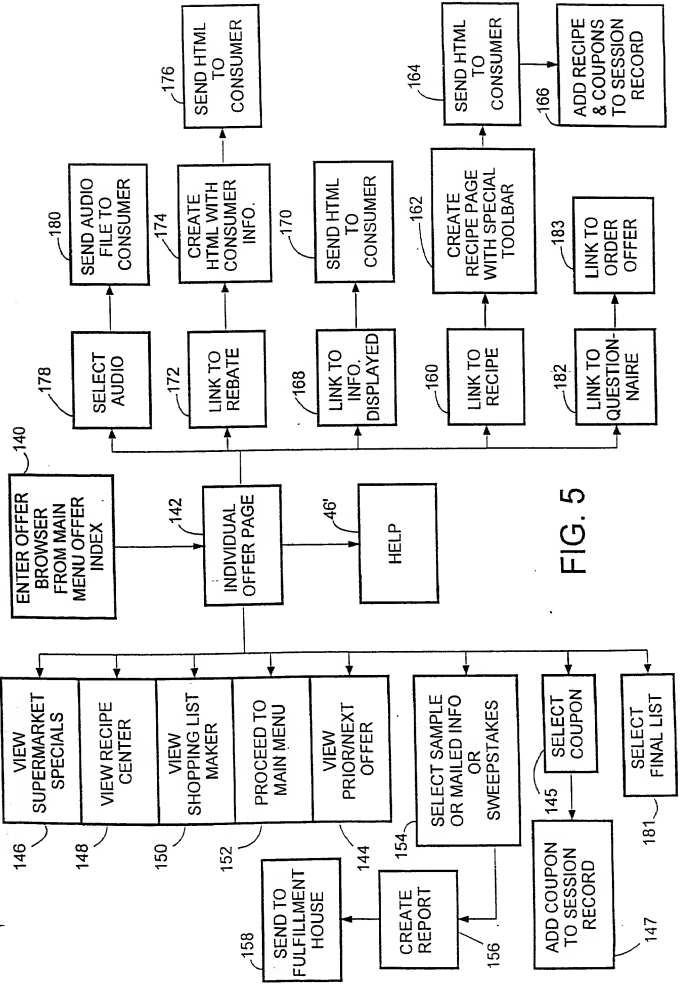


FIG. 5

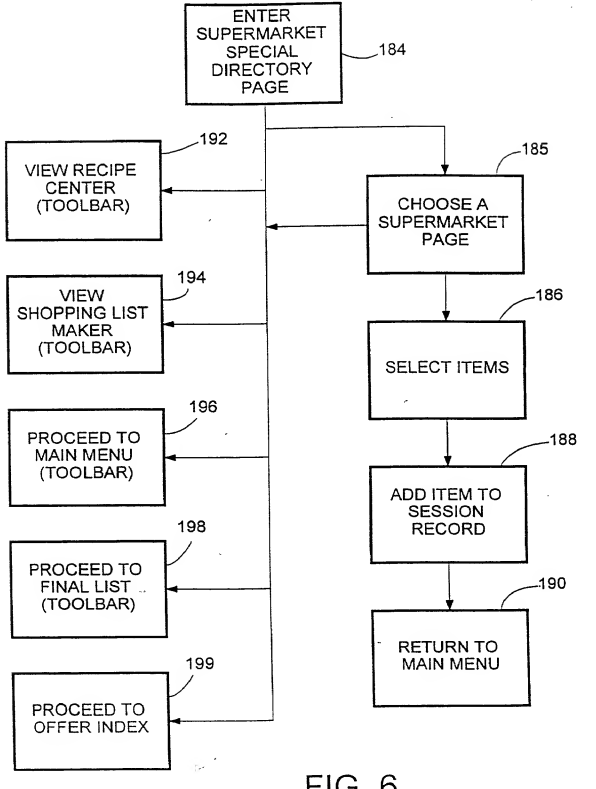

ENTER SUPERMARKET SPECIAL DIRECTORY PAGE
184
VIEW RECIPE CENTER (TOOLBAR)
192
CHOOSE A SUPERMARKET PAGE
185
VIEW SHOPPING LIST MAKER (TOOLBAR)
194
SELECT ITEMS
186
PROCEED TO MAIN MENU (TOOLBAR)
196
ADD ITEM TO SESSION RECORD
188
PROCEED TO FINAL LIST (TOOLBAR)
198
RETURN TO MAIN MENU
190
PROCEED TO OFFER INDEX
199

FIG. 6

09/756,788 01/08/01

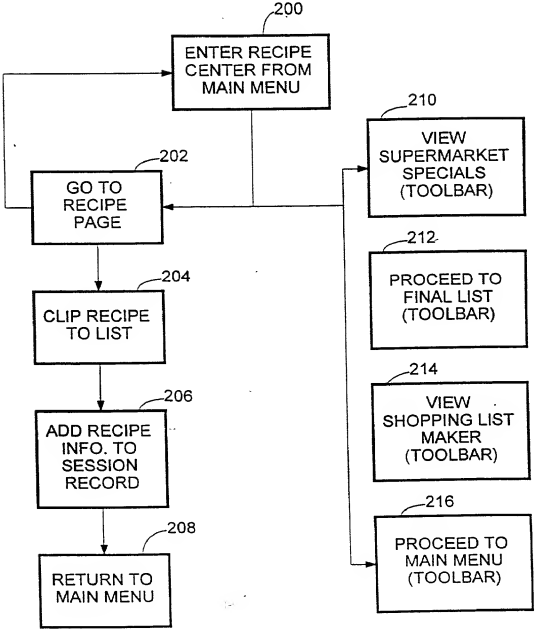


FIG. 7

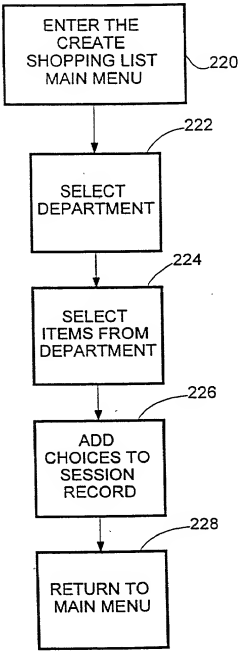


FIG. 8

TOHKO "09756788 020501

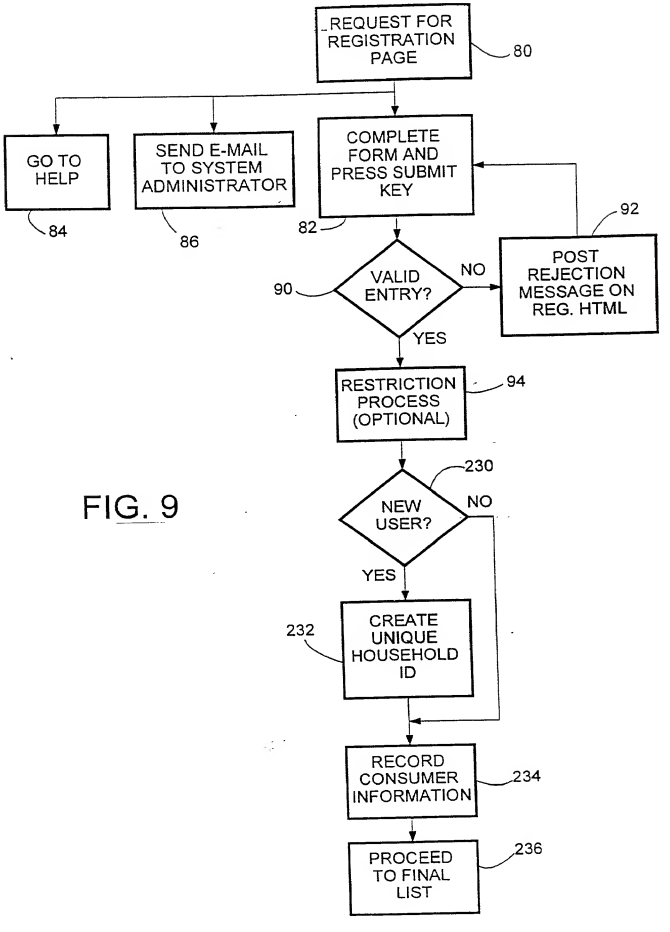


FIG. 9

09756788 "01H01"

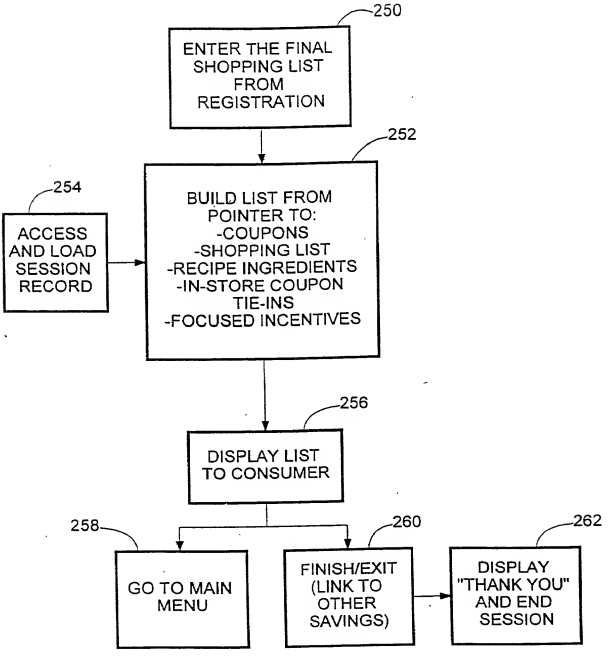
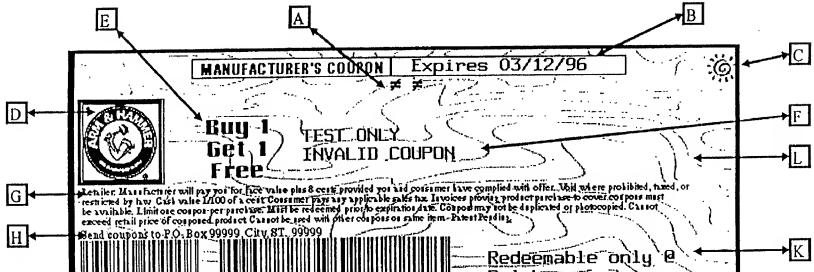


FIG. 10

09/756,788

TOKOKO" 88795760



LEGEND:

A. CONSUMER'S NAME
B. COUPON EXPIRATION DATE
C SYSTEM ADMINISTRATOR'S LOGO ICON
D. PRODUCT OFFER ICON
E. AMOUNT OF SAVINGS
F. TERMS FOR RECEIVING SAVINGS AMOUNT
G. LEGAL TEXT
H. REDEMPTION TEXT
I. COUPON SEQUENCE NUMBER
J. BAR COUPON NUMBERS:
- UPC TYPE 5 CODE
- EAN TYPE 128 CODE
K. SUPERMARKET DESIGNATION
L. COMPLEX BACKGROUND PATTERN

FIG. 11

SERIAL NO: 09/756,788
INV: Michael C. Scroggie et al.
DOCKET # 195605US-25XCont
SHEET 11 OF 18

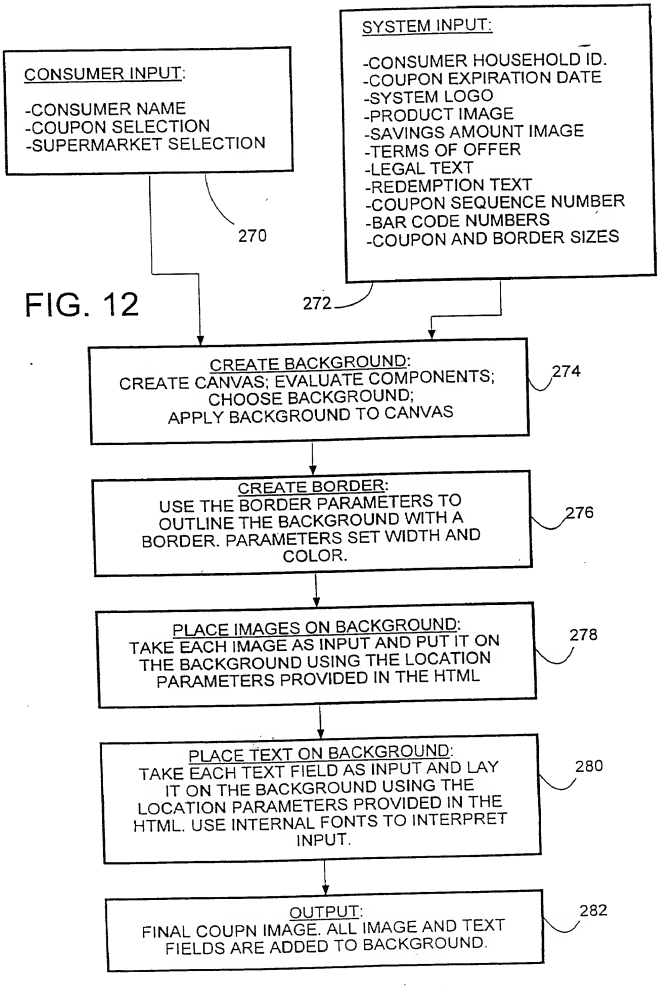


FIG. 12

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09756788.040401

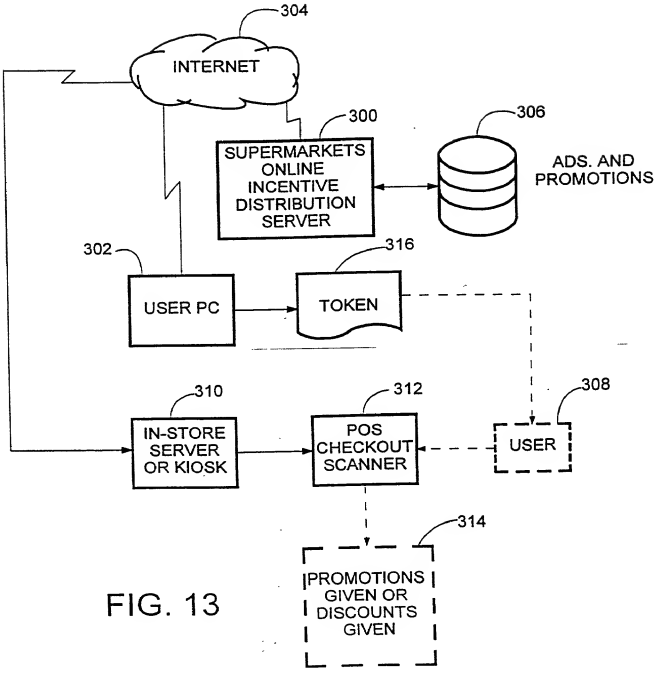

FIG. 13

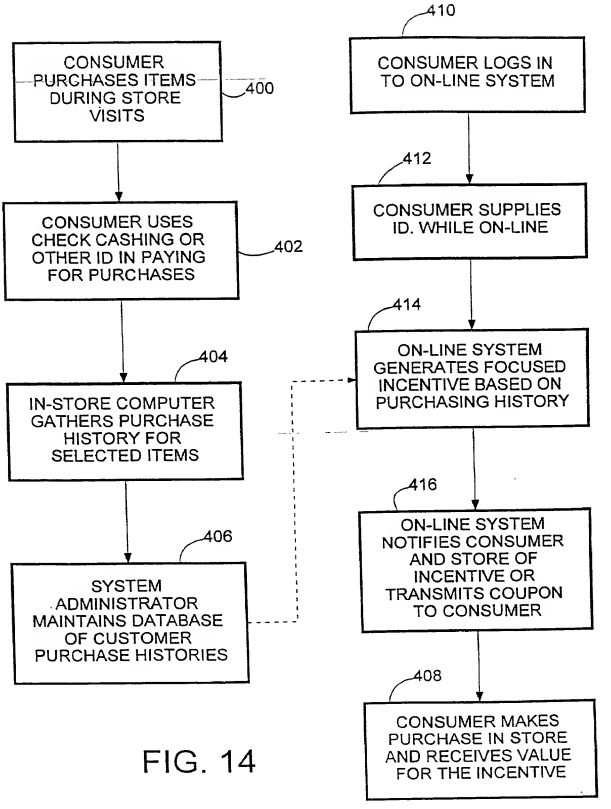
CONSUMER PURCHASES ITEMS DURING STORE VISITS
400
CONSUMER USES CHECK CASHING OR OTHER ID IN PAYING FOR PURCHASES
402
IN-STORE COMPUTER GATHERS PURCHASE HISTORY FOR SELECTED ITEMS
404
SYSTEM ADMINISTRATOR MAINTAINS DATABASE OF CUSTOMER PURCHASE HISTORIES
406
CONSUMER LOGS IN TO ON-LINE SYSTEM
410
CONSUMER SUPPLIES ID. WHILE ON-LINE
412
ON-LINE SYSTEM GENERATES FOCUSED INCENTIVE BASED ON PURCHASING HISTORY
414
ON-LINE SYSTEM NOTIFIES CONSUMER AND STORE OF INCENTIVE OR TRANSMITS COUPON TO CONSUMER
416
CONSUMER MAKES PURCHASE IN STORE AND RECEIVES VALUE FOR THE INCENTIVE
408

FIG. 14

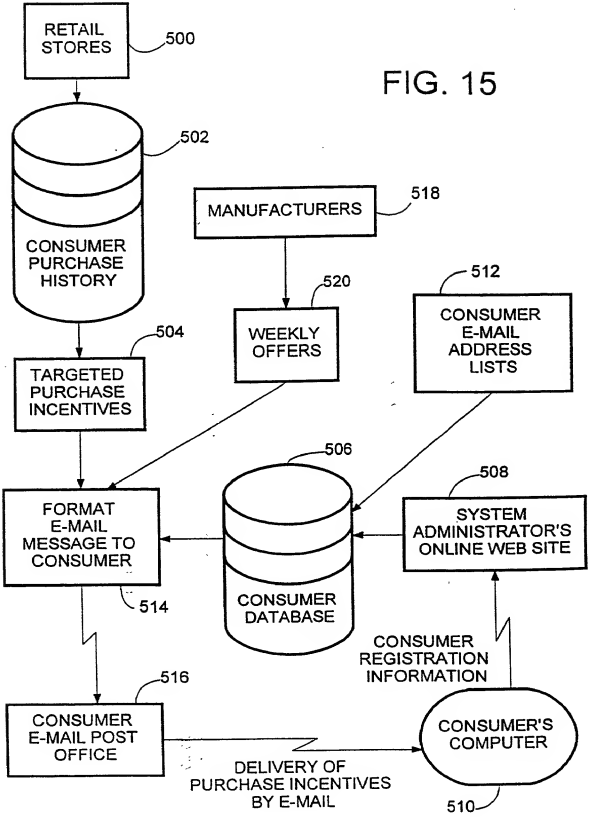
RETAIL STORES
500
502
CONSUMER PURCHASE HISTORY
MANUFACTURERS
518
520
WEEKLY OFFERS
512
CONSUMER E-MAIL ADDRESS LISTS
504
TARGETED PURCHASE INCENTIVES
506
508
FORMAT E-MAIL MESSAGE TO CONSUMER
SYSTEM ADMINISTRATOR'S ONLINE WEB SITE
CONSUMER DATABASE
514
CONSUMER REGISTRATION INFORMATION
516
CONSUMER E-MAIL POST OFFICE
CONSUMER'S COMPUTER
DELIVERY OF PURCHASE INCENTIVES BY E-MAIL
510

FIG. 15

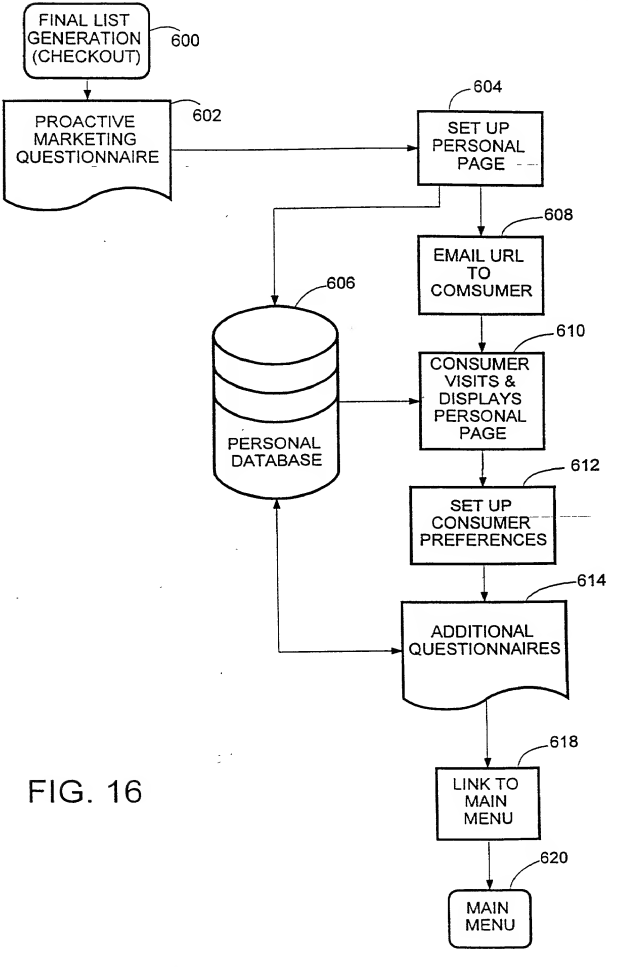

FIG. 16

10h040 "88/95760

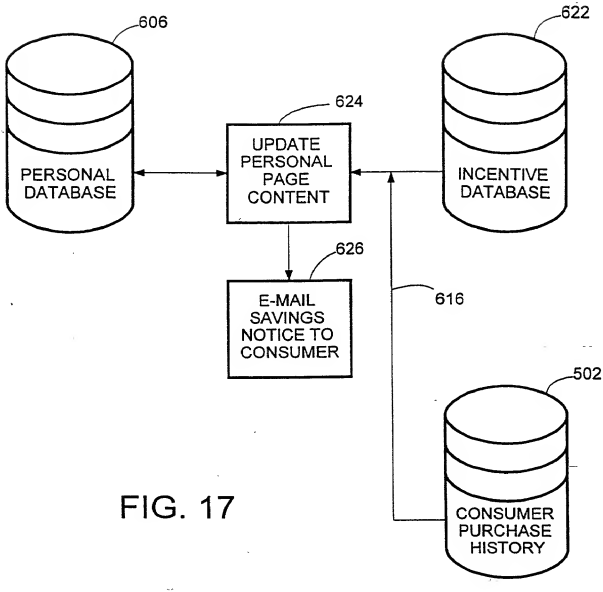
606
PERSONAL DATABASE
624
UPDATE PERSONAL PAGE CONTENT
622
INCENTIVE DATABASE
626
E-MAIL SAVINGS NOTICE TO CONSUMER
616
502
CONSUMER PURCHASE HISTORY

FIG. 17

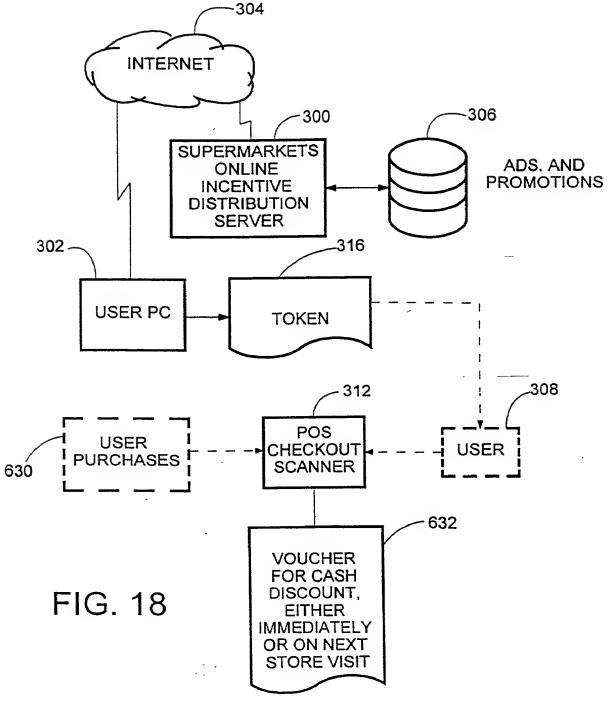

FIG. 18

09756788 "DRAWING"